

**Village of Lena**  
**117 E. Main St., Lena, WI 54139**  
**Promotion Committee Minutes**  
**May 6, 2025, 1:00 p.m.**

Meeting was called to order.

Roll call: Steve Marquardt, Amy Marquardt, Linda Hinds, Carissa DeHeck

Excused: Kathy Lindstrom, Lukas DeCleene, Charlene Meier

Also Present: Jodi Marquardt, Arissa-Wooden Shoe

Approval of Agenda: Motion was made by L Hinds/A marquardt to approve the agenda as presented. Motion was voted and carried.

Approval of the Minutes from March 3, 20025: Motion was made by L Hinds/DeHeck to approve the minutes from March 3, 2025. Motion was voted and carried.

Open Forum: None.

Easter Egg Hunt: Event went well. Great attendance. The Church Hall is reserved for 2026. Better advertising needs to be done to clarify this is a Village of Lena event, not the church. It was noted people visited the businesses, but only to run in and get bingo cards signed. Little patronage to the businesses. Consider no scavenger hunt to the businesses. May consider an "adult Bunny hop" to businesses, not associated with this event, and sponsored by local businesses.

Flowerpots- About half of the current pots need replacement. New pots have been purchased to replace the old, broken ones. Motion by S Marquardt/ L Hinds to purchase 15v additional pots. Motion voted and carried. The flowers for 2025 season have been ordered. The Lena sign needs some attention and improvement.

Thunder on Main/Dirt City: Road closure by 4:30-9pm and event from 5-9. The Promotions Committee will again participate in the event, with better Village exposure, and will give away water, flags, string cheese from Saputo. Six Porta Potty's will be ordered. All the food trucks will be placed on East Railroad St.

Car Show- Car show is scheduled the 2<sup>nd</sup> Tuesday of June/July/August from 4:30-7:30. Main Street would be closed during this time. The Wooden Shoe will serve food and play music. The Village will need to get porta pottys.

Dairyfest: L Hinds will still spearhead a parade entry promoting the Village of Lights and the Village.

Financials: Informational

Village of Lights: Horses are booked for 2025.

Miscellaneous: Nothing

Adjournment: Next meeting TBD. Motion was made by L. Hinds/A Marquardt to adjourn. Motion was voted and carried.

Respectfully submitted, Jodi Marquardt-Clerk/Treasurer